



DLA's ROLE IN DOWNTOWN PARKING SINCE 1999

ECONOMIC DEVELOPMENT

1. Successfully lobbied Mayor and City Council to direct planned meter fee increase in 1999 to a parking enterprise fund dedicated to new parking construction rather than allowing increased revenues to go to City's General Fund. **(Income generated annually for additional parking: \$800,000).**
2. Create / maintain database of all public and private parking facilities within downtown Business Improvement District (BID) boundaries.
3. Serve as point of information, referral and advocacy on parking availability for downtown property owners, businesses, developers, commercial brokers.
4. Track, monitor and disseminate information on availability of monthly parking stalls in all public and private parking facilities.
5. Advocate for special parking programs (i.e. Park & Learn, Douglas Grand free evening/week-end parking) to support redevelopment projects.
6. Convinced City to undertake 2001 Downtown Parking Study and conducted survey of downtown businesses to determine parking perceptions.
7. Serve as advocate for business and liaison to city in requesting changes of parking meters times.
8. Secured leadership / involvement of UNL College of Journalism in creating comprehensive effort to research perceptions on downtown parking and develop a strategic parking plan which is now being implemented. **(Estimated value of these donated services - \$25,000).**
9. Organize and host DLA Parking Committee meetings to discuss parking issues and priorities. Committee includes representatives of downtown properties and business, UNL, CVB, City, State and Federal governments.
10. Serve as information source for downtown street construction and traffic changes, including providing links on our web site to major projects such as Antelope Valley.
11. Successfully lobbied city to increase Haymarket parking supply, including new garage and reconfiguration of north depot lot.

PROMOTION

1. Secured \$35,000/yr. parking marketing contract with the City to supplement DLA funds in order to carry out comprehensive recommendations/campaign development by UNL College of Journalism to better promote downtown parking.

2. Designed and administer www.parkitdowntown.org, a dedicated web site providing a wide range of information on downtown parking as a direct outgrowth of UNL project. **(Estimated cost to DLA: \$3,000).**
3. Fund and coordinate 3-year phased program to install consistent, visible parking signage on light poles adjacent to all public and private garages and lots providing public parking. **(Estimated cost to DLA: \$10,000-\$15,000).**
4. Partnered with the City and UNL to design and fund 50,000 informational brochures on downtown parking. **(Estimated cost to DLA \$1,550).**
5. Organize, advocate, funded and provided labor to affix stickers to all 2500 parking meters in downtown BID boundaries clearly identifying length of time on meter. **(Estimated cost to DLA: \$1,506 including staff time, CVB and LHDC also contributed to cost of stickers).**
6. Have funded for past two years discounted parking passes for USA Roller Sports participants using downtown garages. **(Estimated cost to DLA: \$1,000/yr.)**
7. Funded free parking passes for coaches and NSAA officials for 2003 state volleyball tournament. **(Estimated cost to DLA: \$1,000).**
8. Funded a statewide advertising blitz on parking through Nebraska Press Association prior to 2004 state wrestling, swimming and boys and girls basketball tournaments. **(Estimated cost to DLA: \$2,250).**
9. DLA purchased brochure racks for all public and private parking garages to house parking brochures, visitor's guides and maps. DLA staff fills the brochure racks in parking garages with downtown parking brochures, downtown visitor's guides and maps. **(Estimated cost of brochure racks \$1,383).**
10. DLA distributes parking brochures city wide on a continual basis to hotels, businesses, UNL, State Capitol, CVB Visitor Center, I-80 Visitors Center and other downtown destinations. **(Estimated cost: \$2,700).**
11. Ads to promote parking in the Haymarket Garage. **(Estimated cost: \$1,978)**

ENFORCEMENT

1. Convinced LPD to drop aggressive towing policies in city garages and during evening and weekends in downtown and Haymarket.
2. Convinced LPD to include special flyer in all parking tickets written to out of town vehicles during 2004 state tournaments. Flyer clearly outlines "courtesy" ticket policy for visitors to Lincoln.
3. Continually monitor levels of enforcement throughout downtown and Haymarket, intervening as needed on "over-enforcement."

2004-2005 ACCOMPLISHMENTS AND GOALS

1. Convinced City to partner with DLA in undertaking a comprehensive analysis of parking management and organization. **(Estimated cost to DLA: \$22,000)**
2. Involved International Downtown Association (IDA) and Carl Walker Parking, both national leaders in developing customer-oriented parking systems, in developing a parking management operational model for Lincoln which reduces fragmentation, supports economic development, downtown redevelopment and tourism promotion.
3. Organized broad-based effort to build support and advocacy to implement Carl Walker Study.